



## Bogus Ad Placed in Dog Fancy

**Fake offer was designed to harass puppy lovers.**

Internet message boards lit up on July 16, 2008, after an animal-rights organization issued a press release claiming it had placed a "crafty" ad in DOG FANCY magazine, published by the parent company of DogChannel.

BowTie Inc. does not accept advertising from this animal-rights organization because of its agenda to halt all dog breeding in the U.S.

The classified ad was placed by a private party on behalf of the animal-rights organization using a fake business name.

"DOG FANCY does not knowingly accept advertising from PETA and does not agree with its extremist views," the company said in a statement. "Unfortunately, the organization resorted to guerrilla tactics by placing an ad in DOG FANCY under a pseudonym to deceive readers with a free gift bag offer, opting to use shock tactics to try to get its message heard.

"Now in its 37th year, DOG FANCY promotes responsible dog ownership, including the responsible breeding and sale of purebred dogs, and apologizes to anyone who has been offended by this organization's distasteful and misleading stunt."

To read a copy of the ad and comment, visit the DogChannel forum: [Bogus Ad in DOG FANCY](#).